



GROUP

A blurred, monochromatic photograph of an office scene. In the center, a man in a suit and scarf is highlighted by a large yellow circle. To his left, a woman in a white jacket is highlighted by a smaller dark red circle. To his right, another man is highlighted by a smaller dark red circle. In the upper right, another man is highlighted by a smaller yellow circle. The background is out of focus, showing office furniture and lighting.

**STAND OUT. BE A 10.**

[10-xgroup.com](http://10-xgroup.com)



## >Who Is 10-x?

STAND OUT.  
BE A 10.

Is a full-service marketing/public relations/workforce development agency.

**Focus industries: Economic Development, Workforce Development, Business-to-Business**

**80% of our business-economic & workforce development**

*Based in Greenville SC, with a Charlotte NC office, 10-x has been in business since 2002.*



## >Social Media

- Basics
- Main Social Media Marketing Channels
  - Facebook
  - Twitter
  - LinkedIn
  - YouTube

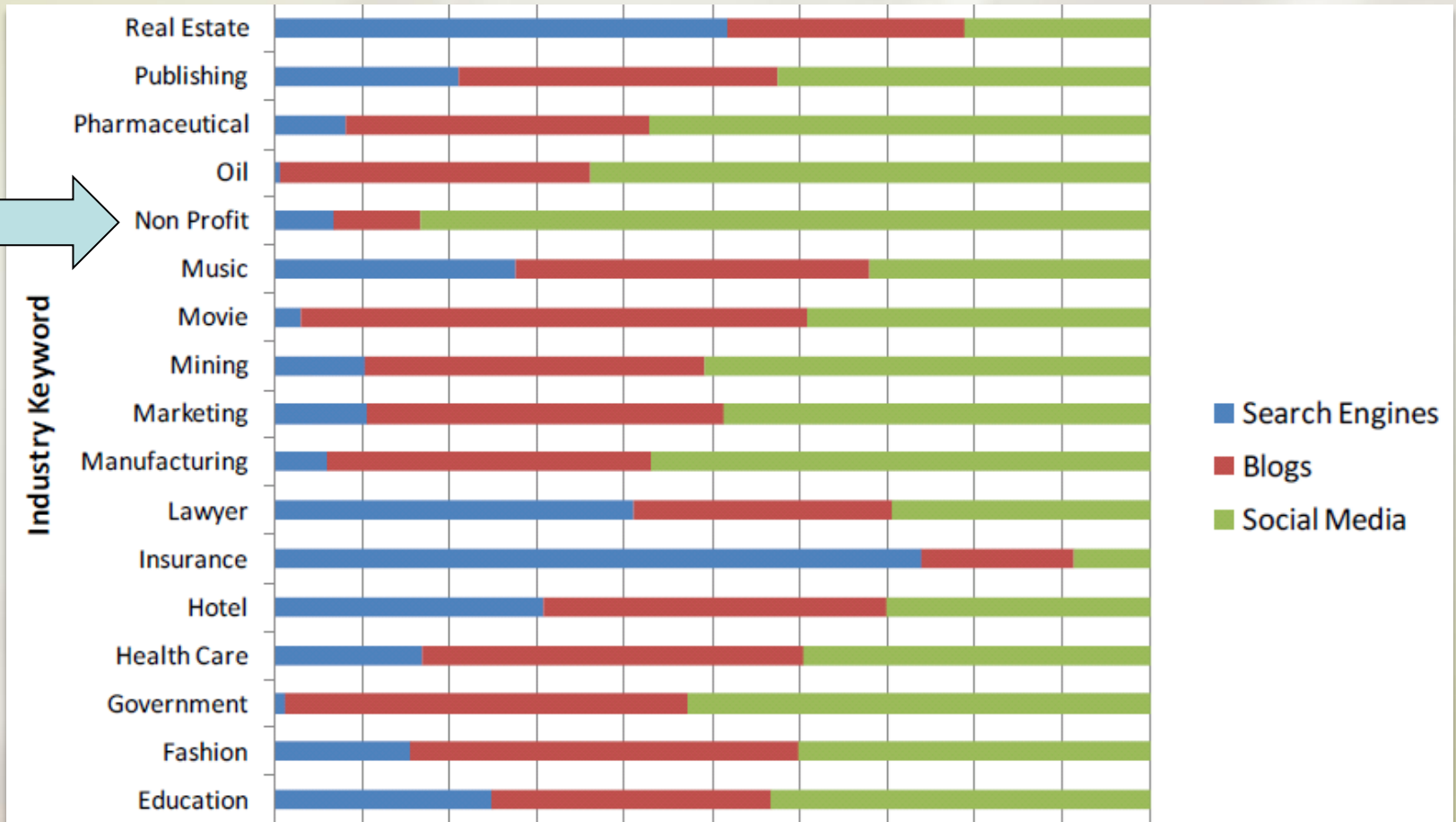
STAND OUT.  
BE A 10.





# >Non Profits in Social Media

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# >Facebook

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- Major player
- 500+ million users
- Usage surpassed Google and...
- Diverse user base
- Ability to target specific demographics
- Setup a “Page” not a “Profile”



# >Twitter

STAND OUT.  
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- 150+ millions users
- Sustainable impact on your organization:
  - Create quality content
  - Have a link to allow people to find out more if they like your tweet
  - Tweet regularly and keep your content fresh—which is rewarded by Google
  - Use keywords important to your business
  - Creates incoming links to your website
  - In 5 minutes generate leads



## >Twitter

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- Use business/brand name
- Use business logo or a picture of the person managing the
- Create a custom Twitter background that provides additional information about your business.
- Use Advanced Twitter Search to help determine industry influencers to follow



## >LinkedIn

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- Post business/professional related links
- Participate in the conversation
  - Join groups (not too many)
  - Post comments in group discussions
- Keep your profile up-to-date, change monthly
- Recommend others, ask others to recommend you



# >YouTube

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- Search is giving credibility to videos
- \$10,000 production?
- Videos that get noticed:
  - How-To, Tutorials, Q & A
  - 5-7 minutes
  - Basic editing
  - Simple intro & exit slide
  - Background music optional



## >Youth

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- Job Fairs
- Notices/youth programs
- Jobs
- Workshops
- YouTube-How-To's
  - How to network
  - How to interview
  - How to dress



# > Blogging

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- What to write?
  - Original content (Don't give it away)
  - Summaries of good articles
    - NY Times
    - Wall Street Journal
    - Trade sources
    - Local
- How much to write?
- Use a photo
- Use tags/categories



## >Location based

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- Foursquare
- Yelp
- Facebook Places
- Gowalla, Loopt, etc...





# >Social Media Plan

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*In a perfect world...*

## Create a Social Media Plan

- Components
  - Identify audiences/best channels for each
  - Frequency of use/management
  - Frequency of interacting
  - Posting/retweeting
  - Providing relevant information
- Stat: 72% of all business have a Social Media plan?



# >Social Media Plan

STAND OUT.  
BE A 10.

*In a perfect world...*

## **Create a Social Media Plan**

- Outsource or partially outsource
- Develop a process to:
  - Enable your staff
  - Set standards
  - Set goals for what to post & when
  - Schedule posts
  - Crossposting



# >Resources

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- Tools
  - Hootsuite.com
  - TweetDeck
- Making social media easier
  - Outlook plug-ins, Office 2010
  - Rapportive (Gmail)
  - Phone Apps
- [10-xGroup.com/seta](http://10-xGroup.com/seta)



GROUP

A blurred, low-angle photograph of three people in an office setting. The image has a monochromatic yellow-green tint. Three circles are overlaid on the image: a large yellow circle highlights a man in the center, and two smaller dark red circles highlight a woman on the left and a man on the right.

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